

Note for Galeotti, Kay

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**From:** Laska, Diane  
**Date:** Mon, Nov 4, 1996 12:12 PM  
**Subject:** Seattle/Portland Check  
**To:** Capreol, Gary; Galeotti, Kay

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This will provide my impressions of the Basic premier panel check in Seattle and Portland.

In both Seattle and Portland, Basic has the best outdoor presence. This is due to the prime locations and use of premier panels. The premier panels are, by far, superior to the traditional 30-sheets. They give the boards a "bulletin feel." They also make the traditional 30-sheets look dull and inferior by comparison. These sentiments are apparently shared as other advertisers have voiced an interest in following Basic's use of premier panels and holoflin lights which are noticeably brighter.

While Basic's presence is superior. There is still room for improvement in the use of premier panels. Below are a few items for future consideration:

- Removal of moldings or use of flat trim will further enhance the boards by reducing or eliminating the wrinkles caused by wrapping the vinyl around the board.
- Holoflin lights should be moved further away from the board to illuminate the entire board, not just the center.
- Premier panels should not be used against the back side of bulletins. The blank space surrounding the panel erode the "premier" look and make the board appear smaller.